

# 实力打造品牌服务赢得市场

—— 访 IMC 集团总裁 Jacob Harpaz 先生、株式会社 TUNGALOY 代表取缔役社长 木下聡先生、泰珂洛超硬工具（上海）有限公司总经理田丹女士

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泰珂洛公司创建于 1929 年，近 90 年的切削刀具制造经验使其刀具产品广泛应用于汽车、电子、模具、航空、造船、钢铁等机械制造行业，其高质量的硬质合金、硬质合金涂层，金属陶瓷，CBN 等产品在各个机加工行业发挥了巨大的作用。泰珂洛（原东芝刀具）是日本著名的硬质合金刀具制造商，于 2003 年在上海设立独资公司，销售日本车削、铣削、钻削等硬质合金刀具。为进一步了解泰珂洛在中国的发展记者采访了 IMC 集团总裁 Jacob Harpaz 先生、日本株式会社 TUNGALOY 代表取缔役社长木下聡先生、泰珂洛超硬工具（上海）有限公司总经理田丹女士。

泰珂洛公司自 2009 年加入由世界第二大金属切削刀具 IMC 集团以来，依托集团全球的技术资源为客户提供各类高品质的刀具和完善的解决方案。泰珂洛的刀具产品均出自技术一流的世界级制造工厂，工厂遍布世界各地，包括以色列、日本、美国、中国、德国、法国等，为全球客户制造各种不同的高质量产品，被广泛地应用于

于机械制造、汽车、数码产品、医疗、和航空航天等领域。

目前泰珂洛在中国地区已经拥有 7 家分公司和 9 个技术服务网点，建立了完善的营销体系和专业的技术服务团队。泰珂洛凭借 IMC 强大的研发和创新能力，推出了大量车削、铣削、钻削等方面具有专利技术和独特设计的高品质和高性能的新产品，能够为客户提供完善的解决方案。特别是最新推出的 TUNGFORCE 产品线，“TUNGFORCE 就像万有引力一样是对于倍速进行解释的一种术语，是一系列用于倍速加工的产品线。这些创新型新产品能满足金属加工高速发展的今天，泰珂洛已经通过不断引进先进的新产品和创新型的新技术来改变自己。作为全系列刀具供应商和解决方案供应商，泰珂洛已成为车削、铣削、钻削市场的全球领导者。

泰珂洛公司通过 TUNGFORCE 产

品全球发布会，不断地推广其创新型新产品。IMC 集团总裁 Jacob Harpaz 先生在持续全天的发布会上向来宾们介绍了全新的“倍速加工”理念，完美解读了巨匠之制“TUNGFORCE”车削、切槽、铣削及钻削倍速加工产品线，这无疑给时下制造业掀起一股倍速加工的新浪潮，开启了倍速加工的全新时代。

IMC 集团总裁 Jacob Harpaz 先生表示：“中国市场是一个不断成长和飞速发展的市场，对我们来说也是最重要的一个市场。特别是金属加工行业，中国市场在世界的地位是毋庸置疑的。泰珂洛公司有着独特的产品和竞争力，其独特竞争力主要来源于产品独特的质量、独特的开发和本地化的生产。未来，我们将准确产品市场定位，将海外最新的产品引进到中国，将现有设备厂房进行不断的更新换代，建立起更加强大的具备高技术素养的销售团队。”

株式会社 TUNGALOY 代表取缔役

# Powerful strength builds the brand, good service wins the market

—— Interview with Mr. Jacob Harpaz, the President & CEO of IMC Group, Mr. Satoshi Kinoshita, the President & CEO of Tungaloy Corporation and Ms. Tian Dan, the General Manager of Tungaloy Cutting Tool (Shanghai) Co., Ltd.

社长木下聡先生表示：“在海外 25 家销售公司中，中国公司销售比重最高，占海外市场 27-30% 左右。这两年在中国经济放缓的状态下，中国公司的销售今年相比去年还得到了增长，而且市场份额也在继续增加。我们对中国公司所做的努力及工作成果给予充分肯定。中国市场潜力巨大，泰珂洛在中国的市场份额以及成长性还有着非常大的发展空间，所以我们制定的发展目标是完全可以达到的。我完全信赖中国的团队，也完全相信他们能够达到我们的预期目标。”

品牌是质量，是信誉、是形象。市场竞争，知名者胜。泰珂洛的车、铣、钻刀具在业界享有很高的知名度，凭借长期积累的技术实力和最尖端的技术能力，开发生产了各种切削刀具、耐磨耗工具、土木建筑工具、摩擦材料等，受到广大客户的高度信赖。泰珂洛超硬工具（上海）有限公司总经理田丹女士介绍说：“当日本的大型汽车制造商和汽车零部件工厂进入中国的时候，为了更好地跟踪客户，提高我们的服务，同时也是看到了中国市场存在的巨大发展潜力，我们于 2003 年进入中国。十几年来随着公司的迅



株式会社 TUNGALOY 代表取缔役社长 木下聡先生和泰珂洛超硬工具（上海）有限公司总经理田丹女士合影 Group Photo of Mr. Satoshi Kinoshita, the President & CEO of Tungaloy Corporation and Ms. Tian Dan, the General Manager of Tungaloy Cutting Tool (Shanghai) Co., Ltd

速发展和在中国市场份额的不断扩大，尤其是加入 IMC 集团之后，产品线得到了极大的丰富。我们尤其加强了铣削，钻削刀具产品的开发和推广，以便适用于更多的客户群体。”今天全球化的市场竞争关键不仅在于企业能提供什么样的产品，更在于所提供的产品性价比的高低。完善的服务即可提升产品附加值，又是赢得市场的有效途径。为此，泰珂洛建立了大规模的客户服务网络，全方位地为客户解决一切技术问题。服务为



本的经营理念为泰珂洛带来了极高的声誉和赞美。田总介绍说：“泰珂洛通过代理和直销将产品销售给客户之后，还会定期拜访客户；新产品出来后及时为客户做技术培训和产品介绍。我们和各分公司经理除了保持日常沟通外，定期召开经理会，公司会根据大家不同的意见调整总体销售方

案，根据产品、性能、客户群的不同，对各地区和产品做有针对性的推广。技术部门人员还会不定期地到各个地方帮客户做一些培训和讲座。”

从传承日本总部公司的经验，到发展本地化管理，泰珂洛中国经历了从无到有、从小到大、从弱到强的发展过程，而田总正是其创始人和缔造者之一，她亲历、见证、领导了泰珂洛中国十多年的发展成就。她说：“我对泰珂洛和泰珂洛中国是非常有感情的。我在日本加入泰珂洛公司，在总部工作的时候，中国市场还是一片空白。我觉得作为一名海外华人应该为国家做点事情，我有责任和义务把好的产品介绍到中国来，做好中日经济交流的桥梁。经总部派驻中国后，

泰珂洛中国历经了 10 多年的发展，公司从最初的 4、5 个人发展到将近 60 人，现在中国市场的销售额在泰珂洛海外子公司中已名列前茅。”

外表娇俏美丽实则干练的田总，凭借精通中、日、英三国语言的优势和深谙市场运作的经验，在日本总部、IMC 总部和中国三国的各方面沟通协调都能够得心应手，充分施展优异才华，自 2010 年升任总经理。数据最能够真实直接地体现出成绩。田总经过十多年时间的付出，给总部也给自己交出了一份满意的成绩单。田总总结说：“公司刚刚成立时，发展策略较为保守，业绩增长并不显著。2009 年加入 IMC 集团之后，虽然受到金融危机的影响，但 2010 年公司的销售额比 2009 年增长了 89%，2011 年公司的销售额又比 2010 年增长了 56%。虽然在 2012 年景气不好的情况下，公司销售额略有下降，但在 2013 年，销售额又增长了 21%。这个成绩来之不易，也是泰珂洛全体员工共同努力的结果。2016 年的销售额我们同样又实现了两位数字的增长。”

谈到未来 3-5 年的发展计划，田总充满信心地说：“2018 年泰珂洛中国将迎来成立后的 15 周年。我们的目标首先是要在这 3 年内实现至少 1.5 倍以上的增长，希望每年销售额增长率以两位数字递增。”实力打造品牌，服务赢得市场。我们相信，在田丹总经理的带领下，泰珂洛中国将不断开拓进取，把今天的希望变成明天的辉煌。



**T**ungaloy Corporation was founded in 1929, Japan, with nearly 90 years experiences on cutting tools. Its products are now extensively used in such machinery manufacturing industries as automobile, electronics, mold, aviation, shipbuilding, steel and iron. Its high-quality products, like hard alloy, hard alloy coating, cermet and CBN, play an important role in the machining industry. Tungaloy (former Toshiba Cutting Tools) is a famous Japanese corundum cutting tool manufacturer. It established a wholly-owned company in Shanghai, 2003, selling Japanese corundum cutting tools for turning, milling and drilling purposes. In order to learn more about the development of Tungaloy in China, Multinationals in China has an interview with Mr. Jacob Harpaz, the President & CEO of IMC Group, Mr. Satoshi Kinoshita, the President & CEO of Tungaloy Corporation, and Ms. Tian Dan, the General Manager of Tungaloy Cutting Tool (Shanghai) Co., Ltd.

Since being a part of IMC Group, the world's second-largest metal cutting tools manufacturer, in 2009, Tungaloy has provided various quality cutting tools and perfect solutions for clients by virtue of the group's global technical resources. Tungaloy products are all from world-class manufacturing facilities, locating at Israel, Japan, US, China, Germany and France. These facilities provide various quality products, being extensively applied in machinery manufacturing, automobile, digital products, medical and aerospace fields.

In China, Tungaloy now has 7 branches and 9 technical service points in China, establishing a consummate marketing system and a professional technical service team. By virtue of powerful R&D and innovation capability of IMC Group, Tungaloy has launched a large number of high-quality proprietary products on



泰珂洛超硬工具（上海）有限公司总经理田丹女士  
Ms. Tian Dan, the General Manager of Tungaloy Cutting Tool (Shanghai) Co., Ltd

fields like lathe turning, milling and drilling, providing perfect solutions for clients. Particularly, the newly-launched TUNGFORCE product line is used for multi-speed processing. TUNGFORCE is termed as like the totally universal gravitation force. All these innovative products are able to meet the high-speed development of metal processing sectors. Tungaloy continually changes itself via endless novel products and innovative technologies. As a producer and solution provider of whole series cutting tools, Tungaloy has become the global leader in the lathe turning, milling and drilling markets.

Through TUNGFORCE product release, Tungaloy constantly promotes its innovative novel products. On the press release, Harpaz introduced the brand-new "multi-speed processing" concept, perfectly interpreting this masterpiece. This multi-speed processing product line undoubtedly raises a new tide for multi-speed processing, initiating a new era.

"The Chinese market is growing rapidly, and it is one of the most important markets for us," says Harpaz, "the Chinese market is undoubtedly important in the world, especially in the metal processing industry. Tungaloy has unique products and competitiveness, and its competitiveness mainly comes from the product quality, unique development and localized production. In the future, we will accurately position our products, introduce the latest overseas products to China, ceaselessly upgrade the existing equipment and plants, and build a more powerful high-quality sales team."

Kinoshita says: "among our 25 overseas sales companies, Tungaloy China captures the highest proportion of sales, accounting for about 27-30%. In recent two years, the Chinese economy is slow down, but Tungaloy China's sales increases year on year. Our market share remains increase momentum. We fully recognize Tungaloy China's efforts and achievements. The Chinese market has great potential. Tungaloy can have a big market share and growth in this country, so the goal we set for the Chinese market is absolutely reachable. I am fully confident about our China team, and I believe that they can achieve this goal."

Brand comes from quality, credibility



and image. In market competition, the well-known are the winners. Tungaloy's lathe turning, milling and drilling tools enjoy a high reputation in the industry. With the accumulated technical power and the most cutting-edge technical capabilities, Tungaloy develops and manufactures a variety of cutting tools, wearproof tools, construction tools, and friction materials. These products gain a high degree of trust from customers. Tian says: "as Japanese large car manufacturers and auto parts factories entering China, we saw the big potential of this new market. In order to track customers better and improve our services, we entered China in 2003. With rapid development of the company and the expanding market share in China, especially after being a part of IMC Group, our product line has

been greatly enriched. We particularly intensified the development and promotion of milling and drilling tools for a wider customer base." Nowadays, the key to global market competition lies not only in the products the company can offer, but also in the level of the cost efficiency. To improve the services is a way not only to enhance the additional value of products, but also to win the market. Therefore, Tungaloy establishes a large-scale customer service network to provide solutions to all technical problems to all customers. Service-oriented business philosophy brings a high reputation and praise to Tungaloy. Tian says: "after selling products, we also pay regular visits to customers; after launching new products, we will provide technical training and product introduction to customers. We not only keep regular communications with the branch managers, but also hold regular manager meetings to discuss current issues. We carry out targeted promotion plans according to different products, performance, and customer base. Technical staffs also help customers in various places do some training and lectures from time to time."

From inheriting experience of the Japan headquarters to developing its own localized management, Tungaloy China has experienced a process that from zero to one, from small to large, from weak to strong, and Tian is one of the founder of all of it. She witnessed, experienced and led the achievements of Tungaloy China in the last more than ten years. She says: "I am very affectionate to Tungaloy and Tungaloy China. I joined Tungaloy in Japan, when I worked in the Japan headquarters, the Chinese market was still a blank. I think as a Overseas Chinese, I should do something for my motherland, and

I have the responsibility and obligation to introduce good products to China as a bridge of economy exchanges between China and Japan. After I have being dispatched to China by headquarters of Japan, more than 10 years of development, Tungaloy China has developed from 5 employees to nearly 60. Now the sales amount of Chinese market is the top-class in Tungaloy's overseas subsidiaries."

Tian was promoted to be the general manager in 2010. With the proficiency in Chinese, Japanese and English and the experience of marketing, she fully shows her merits in communication and cooperation between Japan headquarters, IMC headquarters and the company in China. The figures are the most direct reflection of the real results. Through ten years of devotion, she gives a satisfying report to the headquarters and herself. Tian says: "Due to the conservative development strategy, the growth was not so significant at the very beginning. After joining IMC Group in 2009, though we were influenced by the impact of the financial crisis, in 2010, the company's sales grew 89% year on year, and subsequently in 2011, grew 56% year on year. Though the economy was underperformed in 2012, the company's sales declined slightly; in 2013, the sales grew another 21%. It was not easy, but it is the result gained by all the staffs. In 2016, our sales grew at a speed of two digits."

When speaking of the development plan in the next 3-5 years, Tian says with confidence: "in 2018, Tungaloy China will celebrate its 15th anniversary. Our goal is to achieve at least 1.5 times growth in these 3 years. I hope that the sales amount can have an annual double-digit increase every year." Powerful strength builds the brand, good service wins the market. We believe that under the leadership of Tian, Tungaloy China will continue to march ahead, and turn today's hope into tomorrow's brilliance.

